



South Shields Golf Club

Social Media Policy

1. **Scope:** This policy applies to all forms of social media and applies to Members, Employees, Volunteers and any individual representing South Shields Golf Club (SSGC).
2. **Purpose:** This policy aims to ensure that SSGC is not exposed to legal and governance risks through the use of social media and that its reputation is not adversely affected. It also aims to ensure Members, Employees, Volunteers and any individual representing SSGC understand the guidelines and terms of use of social media sites so as not to breach our confidentiality policy or offend other members, employees, visitors, suppliers, associates or freelancers when using social media.
3. **Definitions:** For the purpose of this policy, social media is an interactive online media that allows users to communicate instantly with each other or share data in a public forum. It includes social and business networking websites such as Facebook, Myspace, Bebo, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube, Tik Tok and Flickr, as well as writing or commenting on a blog (whether it is your own or the blog of another person), taking part in discussions on web forums or message boards or even taking part in online polls. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guideline exists Members, Employees, Volunteers and any individual representing South Shields Golf Club (SSGC) must use their judgement as to what is and what is not appropriate use or comment on social media websites.
4. **Guidelines:** SSGC recognises that individuals will make use of social media in a personal capacity. When logging on to and using social media websites and blogs at any time; Members, Employees, Volunteers and any individual representing South Shields Golf Club (SSGC) must not:
 - Other than in relation to SSGC's own social media activities or other than where expressly permitted by SSGC on business networking websites such as LinkedIn, write recommendations about previous or current employees and they must also ensure that any personal views expressed are clearly stated to be theirs alone and do not represent those of SSGC.
 - Conduct themselves in a way that is potentially detrimental to SSGC or brings SSGC or its clients, customers, contractors, or suppliers into

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disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content.

- Allow their interaction on these websites or blogs to damage the working relationships with or between employees and clients, customers, members, contractors, sponsors, or suppliers of SSGC for example by criticising or arguing with such persons.
- Include personal information or data about SSGC employees, clients, customers, members, contractors, sponsors or suppliers without their express consent. Be aware that even if not expressly named, you may be liable if SSGC reasonably believes they are identifiable – this could constitute a breach of the data protection act 1998 which is a criminal offence.
- Make any derogatory, offensive, discriminatory, untrue, negative, criminal or defamatory comment about SSGC, its members, employees, clients, customers, contractors, sponsors or suppliers.
- Make any comments or post images or video clips about SSGC employees that could constitute unlawful discrimination, harassment, or cyber-bullying contrary to the Equality act .
- Disclose any trade secrets or confidential, proprietary or sensitive information belonging to SSGC, its employees, clients, customers, contractors, sponsors or suppliers or any information which could be used by one or more of SSGC’s competitors.
- Breach copyright or any proprietary interest belonging to SSGC, for example using images without permission or failing to give acknowledgment where permission has been given to reproduce particular work.

Offending content must be removed immediately if asked to do so by SSGC.

Please remember that social media websites are public fora even if they have set their account privacy settings at a restricted access or “friends only” level and you should therefore not assume that your postings on any website will remain private.

5. **Breach of Policy:** A breach of this policy may result in disciplinary action as outlined in the SSGC Disciplinary Policy.